



California Coastal Commission

revised April 15, 2015

# **JOB ANNOUNCEMENT**

**PUBLIC INFORMATION OFFICER  
INFORMATION OFFICER II  
HEADQUARTERS OFFICE  
SAN FRANCISCO  
FULL-TIME, PERMANENT**

The California Coastal Commission seeks a talented individual with a strong background in public information and media relations to serve as the Commission's Public Information Officer (PIO). The Commission is a state agency charged with protecting coastal resources and managing coastal development in California. The ideal candidate also would have education or experience in public policy, and a solid working knowledge of environmental and land use policy issues related to coastal management and implementation of the California Coastal Act. This is a unique opportunity to support California's coastal program through proactive and deliberate public information management. Under the general direction of the Executive Director and Chief Deputy Director, the Public Information Officer would be responsible for designing and implementing a comprehensive program for responding to and disseminating information for the public about the Commission's work. The successful candidate would be expected to be familiar with and use a wide variety of media tools, including social media outlets. The PIO must have strong analytic and written and verbal communication skills.

**The duties of the Information Officer will include the following:**

- planning, organizing, developing and implementing a comprehensive program to inform the public and the media about the activities and responsibilities of the California Coastal Commission;
- consulting with and advising senior staff on public relations implications of the agency's activities;
- identifying and developing communication strategies for newsworthy actions and activities;
- researching, writing and disseminating press releases, Public Service Announcements (PSA), and other informational materials;
- recognizing and responding to situations of high public interest value that involve or relate to the Commission and its programs;
- preparing, reviewing and editing agency publications for the general public;
- building and maintaining strong working relationships with members of the press, stakeholder groups and public agency colleagues;
- preparing and/or making presentations to the Commission and/or interest groups;
- developing and managing the Commission's presence on social media;
- responding to general correspondence and inquiries.

**Desired Qualifications:**

The Public Information Officer must have extensive experience in media relations. Excellent analytic, writing, communication and presentation skills are essential as well as expertise in social media. He or she must have the ability to maintain an up-to-date and thorough working knowledge of all priority projects and issues pending before the California Coastal Commission, as well as a comprehensive understanding of coastal management,

planning and conservation principles and diverse populations of California. The incumbent must display initiative, an ability to work collaboratively, and sound judgment and communication with respect to the public policy, legal, political and demographic dimensions of the Commission's work.

**ELIGIBILITY:** The Commission is currently offering a departmental examination for the Information Officer II classification (see below). Individuals on the Information Officer II eligible list may apply. Current State employees or former State employees with transfer or reinstatement rights at the Information Officer II or a comparable classification may also apply. NOTE – In order to transfer to one of these classifications, the applicant must meet the minimum qualifications. Appointment is subject to the State Restrictions of Appointment (SROA) provisions. Applicants must clearly indicate the basis of their eligibility, including SROA, surplus, transfer or re-employment status in the Examination or Job Title section of the State Application Form 678.

**EXAM:** Applicants who do not currently have eligibility may participate in Coastal Commission department specific examination for the Information Officer II. Go to [www.coastal.ca.gov](http://www.coastal.ca.gov) for more information. The final filing date for the examination is April 29, 2015.

**SALARY:** Information Officer II \$5,418 - \$6,733 per month

**CONTACT:** Sarah Christie, Legislative Director, [Sarah.Christie@coastal.ca.gov](mailto:Sarah.Christie@coastal.ca.gov); (916) 445-6067  
Susan Hansch, Chief Deputy Director; [Susan.Hansch@coastal.ca.gov](mailto:Susan.Hansch@coastal.ca.gov); (415) 904-5202

**FILING:** The position will be open until filled. We would like to fill the position as soon as possible so it is important to file your application immediately. Applications will be screened and only those most qualified will be interviewed. No relocation expenses are offered. Submit current resume, State Application Form 678 and writing sample to:

Human Resources Office  
CALIFORNIA COASTAL COMMISSION  
45 Fremont Street, Suite 1930  
San Francisco, CA 94105-2219  
(415) 904-5430 / toll free: 1-866-831-2540

**Please indicate "Public Information Officer" in the Examination or Job Title section on the State Application Form 678.**

For more information about the California Coastal Commission and what we do and to obtain a State Application Form 678, visit our Internet website at: [www.coastal.ca.gov](http://www.coastal.ca.gov). If you have questions you may e-mail us at [HumanResources@coastal.ca.gov](mailto:HumanResources@coastal.ca.gov) or call the above numbers.

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California Relay System for the hearing impaired, dial 711